

Memorandum

To: Planning Commission Members
From: The Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: August 1, 2014
Re: Staff Report for Mount Carmel – Certificate of Appropriateness (HPA Sign)

Item # 2 – Mount Carmel – Certificate of Appropriateness (HPA - Sign) (PID# 201406250025)

Application: Certificate of Appropriateness – HPA Sign
Location: 3636 Broadway
Applicant: **Bruce Sommerfelt, Signcom Inc.**
Zoning: C-2 (Retail Commercial)
Use: Medical

Relevant Code Section(s):

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(a)(3) Historical Preservation and Sign Code – Ground Mounted Signs
- 1138.25(b)(1) Historical Preservation and Sign Code – Permanent Signs, Illumination
- 1138.28 Historical Preservation and Sign Code – Schedule of Sign Regulations

Project Summary:

The applicant is requesting approval of a Certificate of Appropriateness for a new wall sign and monument sign at 3636 Broadway. The wall sign will be approximately 14 square feet in area featuring the Mount Carmel logo and name each made up of individually mounted non-illuminated letters. The monument sign will be approximately 25 square feet in area and will replace the existing monument sign on the property. The proposed monument sign will be 5.75 feet tall illuminated by external, ground-mounted lighting at the base of the sign. The sign will be primarily white, with black and burgundy lettering and accent, and will have a mulch/planter bed around the base.

Code Analysis:

1. Section 1138.04(e) states that all signs within the historical area shall conform to color and material standards of this section, be of such style or design that reflects the era during which the structure was built, and shall conform to the requirements of Chapter 1138 and Section 1145.14 of the Codified Ordinances. Sign size and shape shall respond to the existing proportions of period structures, and signs shall not be permitted to cover, “blank-out” or close existing window and doorway openings or otherwise hide important architectural features.

Criteria Met: Although the proposed burgundy color utilized on the signs is not on the approved color palette for the HPA, staff feels that the color is in character with the palette and appropriate for the area. Staff recommends Planning Commission grant a deviation from the color requirements in this section. The proposed wall sign meets the size requirements and, in the opinion of staff, is in proportion with the rest of the structure.

2. Section 1138.25(a)(3) states that ground mounted signs shall be limited to signs denoting the identification of the occupant, the address of the premises and its primary use, and the business phone number. Ground mounted signs shall be limited to one sign per property, regardless of the number of buildings or business establishments on such property. The size of the sign shall not exceed eight feet in height and shall not exceed a total of twenty-five square feet. There shall be permanent landscaping planted at the base of the sign.

Criteria Met: The proposed monument sign displays the property address and identification of the occupant. The proposed sign is 5.75 feet in height and is 25 square feet in area. A landscape area is shown around the base of the sign.

3. Section 1138.25(b)(1) states that permanent sign illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, more or in any way fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular traffic. The level of illumination emitted from a sign shall not be of any intensity to constitute a demonstrable safety hazard to vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets.

Criteria Met: The proposed wall sign will not be illuminated. The proposed monument sign will be lit via ground lighting at the base of the sign. Illumination will be directed at the sign, shielded to prevent glare onto adjacent properties or Broadway.

4. Section 1138.28, titled Schedule of Sign Regulations, states that signs shall only display the address, name of business, primary use, graphics, or phone number.

Criteria Met: The proposed signs only display the name and logo (graphic) of the business.

5. Section 1138.28 titled Schedule of Sign Regulations, states that the maximum area of signs shall not exceed one (1) square foot of signage per four (4) linear feet of frontage; with a twenty-five (25) foot maximum total on all signs.

Criteria Met: The proposed wall sign is approximately 14 square feet in area. The structure would be permitted up to 16 square feet of signage based on the frontage of the building along Broadway.

Recommendation(s):

Staff has reviewed the enclosed plans and supports the following deviations from the Codified Ordinances:

1. Deviate from the approved HPA Color Palette to allow burgundy on the wall and monument signs.

Based on the review criteria, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness as submitted.